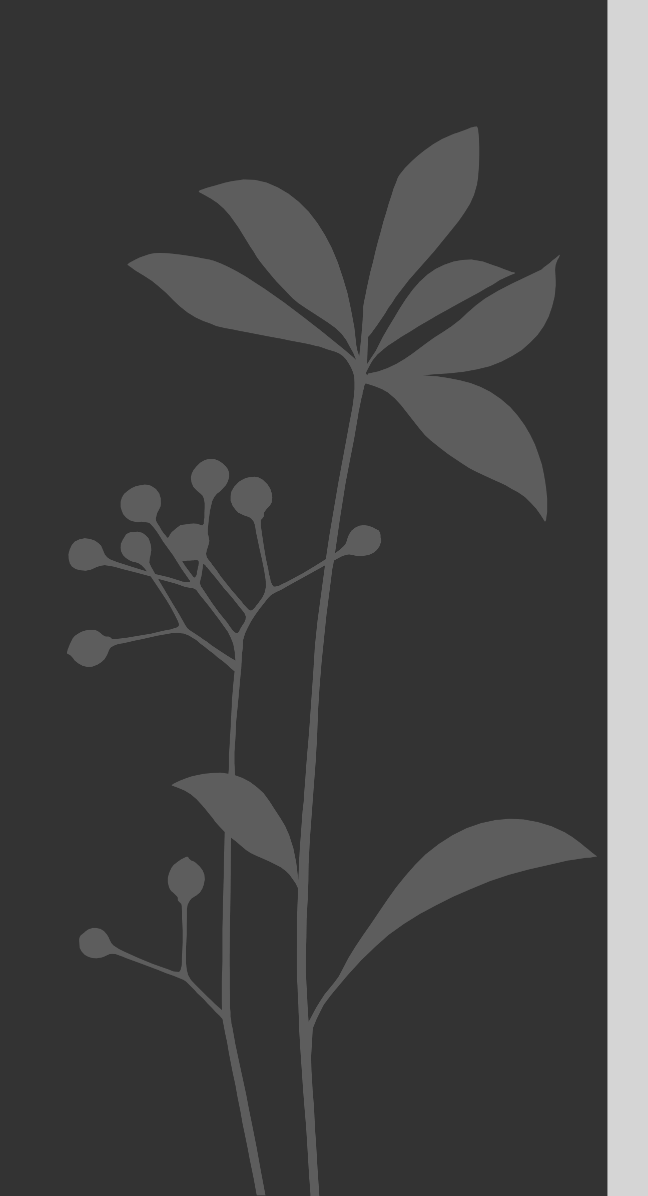
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BUSINESS TRANSLATION (2) ADVERTISING

University of Nizwa, 2014

هناك ثلاثة وظائف رئيسة للإعلان

أولا: وظائف مادية: فللإعلان عوائد مادية لكل من المعلن والمستقبل ووكالات الإعلان ، ومن ثمة المجتمع بكامله.

أما فيما يتعلّق بالمعلن؛ فإن الإعلان يساعده على الوصول للملايين من الجماهير المترامية جغرافيا، ومن ثمة فتح الأبواب لتسويق المنتجات في أكبر عدد ممكن من الأسواق، وهو ما يتيح في آخر المطاف فرصة أكبر للربح بعد تحقيق مجموعة من الوظائف الجزئية.

وفي ما يخصّ الجمهور المستهدف؛ فإن الإعلان يقوم بمجموعة من الوظائف التي تعود بالمنفعة عليه مع اختلاف مستويات المنفعة، فالإعلان مثلا يساعد على إتاحة الفرص المتكافئة لمختلف الفئات للحصول على المنتج.

وبالنسبة لوكالات الإعلان؛ فإن اتساع النشاط الإعلاني وتخصصه كان السبب الرئيس في ظهورها وهو السبب الرئيس في استمرارها فلا وجود لها من دونه، بل إن عمل وكالات الإعلان خاصة العالمية منها يدرّ أرباح طائلة وخيالية انطلاقا من تعاملها مع شركات عالمية كبيرة، وقيامها ليس فقط بتصميم أنواع الرسائل الإعلان المختلفة، ولكن بتخطيط وتنفيذ وتقييم الحملات الإعلانية المختلفة الأهداف.

أما فيما يتعلّق بالمجتمع؛ فالإعلان يزيد من تسويق المنتجات، ما يحقق أرباحا للمعلنين الذين بدورهم سيجدون أنفسهم يوسعون من حجم مؤسساتهم ما يعني البحث عن موظفين جدد. وبقدر ما كبرت المؤسسات زادت حجم الضرائب التي تذهب إلى خزينة الدولة.

ثانيا: وظائف إيديولوجية: فالإعلان لا يمكن إلا أن يختزل إيديولوجيا معينة، قد تكون واضحة، وقد لا تكون كذلك، قد يتقصد المعلن نشرها من خلال الإعلان، وقد لا يتقصد ذلك.

ثالثا: وظائف جمالية aesthetic functions الإعلان حقل خصب للإبداع في الأفكار أو في ترجمة هذه الأفكار عند تصميم الرسالة الإعلانية.

Connectors

أما فيما يتعلّق بـ ...، فإنّه/ فـ
أما فيما يخصُّ ...، فإنّه/ فـ
أما بالنسبة لـ ...، فإنّه/ فـ
وفيما يتعلّق بـ ...، فإنّه/ فـ
وفيما يخصُّ ...، فإنّه/ فـ
وبالنسبة لـ ...، فإنّه/ فـ

مثال: **أما فيما يتعلّق ب**فوائد استعمال الانترنت، **فإنه** يمكن أن يستعمل في البحث عن المعولمات.

As for the advantages of using the Internet, **it** can be used by people to search for information.

As for ..., S. فاعل
With respect to ..., S. فاعل
With regard to ..., S. فاعل
In respect of ..., S. فاعل
Regarding ..., S. فاعل
Concerning ..., S. فاعل

Functions of Advertising

There are a number of functions that can be achieved by advertising, such as:

1. To differentiate the product from their competitors. An important function of advertising is to identify a product and differentiate it from others; this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products.

2. To provide information about the product. Another function of advertising is to provide information about the product, its attributes, and its location of sale; this is the information function. Product information communicated to the customers in a manner that meets their information needs. Most consumers tend to underestimate the information in advertising because they feel that the purpose of advertising is to persuade people.

3. To urge product used. The third function of advertising is to encourage consumers to try new products and to suggest reuse of the product as well as reuse some products and services; this is the persuasion function. The basic function of advertising is to provide constant reminders and reinforcements to generate the desired behavior the advertiser wants from them.

4. To expand the product distribution. When the consumer comes to know about the particular product from the advertisement he/she wants to try that new product. They go to shops to buy the product; if the new product is not available in shops then the shopkeeper consults the distributor to make that product available in his/her shop.

5. To increase brand preference and loyalty. As your needs are changed from time to time, your preferences are changed too. When the product delivers the promised quality, service and value, it creates satisfied customers who become instrumental in spreading a favorable word-of-mouth. Satisfied customers also develop brand preference; each product features and uses are written on the product.

6. To reduce overall sales cost. When a product is selling you have to teach the people about the product. Like if we would advertise through newspapers, TV, broachers and internet, it would cater huge sum of masses and if you do individually it would be more costly and time consuming.

وسائل الإعلانات

نستعرض في هذه المقالة أنواع الوسائل الإعلانية التي قد تفيد الأعمال في تسويق أيصال الرسالة الإعلانية، وتوضح أيضا بشرح مبسط الفائدة التي ترتبط بكل وسيلة إعلانية. وبذلك يتوفر لديك مجالاً رحباً لاختيار أي من هذه الوسائل التي تصبّ جميعها في بوتقة المصلحة التسويقية لمشروعك الذي لابد أن يحتاج للإعلان.

أولاً: التلفزيون الذي يجمع بين الصورة و الصوت و الحركة ويضفي الحيوية على الرسالة الإعلانية؛ إذ يتيح التلفزيون رؤية السلعة في شكلها المادي ويركز على التفاصيل البصرية ويصل إلى أعداد كبيرة جداً من المشاهدين.

ثانياً: الراديو، ويتم اختيار هذه الوسيلة بسبب تغطيتها الجغرافية الواسعة، وانخفاض نسبي في التكلفة، وسهولة الرسالة الإعلانية مما يحقق مرونة عالية لدى المعلن، وكذلك يسمح بتكرار الإعلان بمعدل عالٍ.

ثالثا: الصحف، ويتم اختيارها لعدة أسباب، أهمها أن الإعلان الصحفي يكون مكتوب وبالتالي يمكن الرجوع إلية لأكثر من مرة. بالإضافة إلى الانخفاض النسبي للتكلفة وإمكانية تغيير مضمون الرسالة الإعلانية بسرعة.

رابعاً: المجلات، ولها عدة مميزات، منها أن دورة حياة الإعلان تكون أطول مما يتيح انتشار الإعلان، كذلك يمكن تبادل المجلات مما يتحيح قراءة النسخة من أكثر من شخص.

خامساً: الملصقات واللافتات واللوحات الإعلانية والتي يتم اخيارها كونها تركّز على المناطق المحلية المستهدفة، وكذلك انخفاض تكلفتها.

سادساً: الأنترنت، والتي يتم اللجوء إليه لأنه يستطيع أن يوصل الرسالة الإعلانية للملايين مع إقامة علاقة دائمة ومستمرة مع العملاء وفي أحيان كثيرة يكون مجاناً، كذلك يوفّر استخدام الوسائط التقنية والفنية المتعددة التي تلفت انتباه المشاهد.

سابعاً: وسائل أخرى، وتشمل على سبيل المثال لا الحصر إعلانات المواصلات والمباني والأرصفة والمنشورات.

Five Most Common Advertising Techniques

A successful advertisement creates a desire in viewers, listeners or readers. It also provides information on how to fulfill that desire and makes the potential customer feel good about doing so. With so many products and service providers in the marketplace, using a proven technique in your advertising increases the likelihood that your ad dollars will return value. Basic techniques used in propaganda transfer successfully to advertising and remain the most frequently employed.

1. **Repetition**

Repetition is a simple yet effective technique used to build identity awareness and customer memory. Even advertisements using other successful approaches mention the product or company name more than once, particularly in television because its combination of sight and sound, allows the advertiser to disguise the repetition by changing its delivery (from visual to audio). An ad first shown during a Super Bowl broadcast for a product called HeadOn remains the classic example of this advertising technique. Though the advertisement never explained what the product does, viewers remembered its name.

2. **Claims**

Advertising that promotes specific features or makes claims about what a product or service can do for the potential customers provides successful results by informing, educating and developing expectations in the buyer. Claims can state facts or simply use hype, such as calling one brand of orange juice "the best" when nutritionally it is identical to other brands. Claims may mislead through omission or by using what some advertisers and political campaigners call "weasel words." These are subtle statement modifiers that render the claim meaningless if studied closely. Common weasel words include "helps," "fights" and "virtually."

3. **Association**

Associating a product or company with a famous person, catchy jingle, desirable state of being or powerful emotion creates a strong psychological connection in the customer. For example, sporting equipment companies use successful athletes in their ads. These ads encourage an emotional response in customers, which then is linked to the product being advertised, making it attractive through transference.

4. **Bandwagon**

The bandwagon technique sells a product or service by convincing the customer that others are using it and they should join the crowd. Other bandwagon advertisements suggest that the customer will be left out if they do not buy what is being sold.

5. **Promotions**

Coupons, games with prizes and gifts with purchases create excitement, and participation encourages customers to build a relationship with the sponsoring product or service. The attraction of getting something ‘free’ or earning ‘rewards’ makes promotions successful. Limited-time offers and entry deadlines add urgency to this advertising technique’s call to action.

The Most Common Criticism Advertising

Advertising plays a key role in your company's marketing plan. To effectively attract customers, you must engage in advertising that promotes your services and products. Prepare to face criticism, however from those who believe advertising is deceptive. Much criticism of advertising centers around the false claims made in promoting products, and that they too often urge consumers to make purchases they do not need.

1. Unethical

The ethics of adverting campaigns often comes into question, particularly when consumers are urged to make unneeded purchases or are given false and misleading information. According to the Communications Council, for example, placing a price on an ad that really belongs on an inferior product is both unethical and illegal. Relying on racial or gender stereotypes is another unethical practice the council eschews.

2. Exaggerated

Advertising that exaggerates the differences between your product and your competitors' products often is criticized as false and misleading. It sometimes disparages competition unfairly in an effort to woo consumers.

3. Materialistic

Another strong criticism of advertising is that it corrupts society by promoting materialism. Proponents of social responsibility accuse advertisers of taking advantage of the free enterprise system to exploit various populations with unethical, misleading and offensive advertising. The result, they say, is a less informed and less caring population of consumers. According to the American Educational Foundation, critics claim that ads play on peoples' emotions with promises of social acceptance, causing them to make purchases they cannot really afford and don not need. Advertisers cannot force consumers to buy something they do not need, but enough effective advertising can increase consumer wants and desires.

For further reading on advertising, go to: http://smallbusiness.chron.com/common-criticism-advertising-68007.html

Top Ten Promotional Strategies

Product promotion is one of the necessities for getting your brand in front of the public and attracting new customers. There are numerous ways to promote a product or service. Some companies use more than one method, while others may use different methods for different marketing purposes. Regardless of your company's product or service, a strong set of promotional strategies can help position your company in a favorable light with not only current customers but new ones as well.

1. **Contests**

Contests are a frequently used promotional strategy. Many contests don't even require a purchase. The idea is to promote your brand and put your logo and name in front of the public rather than make money through a hard-sell campaign. People like to win prizes. Sponsoring contests can bring attention to your product without company overtness.

2. **Social Media**

Social media websites such as Facebook and Google offer companies a way to promote products and services in a more relaxed environment. This is direct marketing at its best. Social networks connect with a world of potential customers that can view your company from a different perspective. Rather than seeing your company as "trying to sell" something, the social network can see a company that is in touch with people on a more personal level. This can help lessen the divide between the company and the buyer, which in turn presents a more appealing and familiar image of the company.

3. **Mail Order Marketing**

Customers who come into your business are not to be overlooked. These customers have already decided to purchase your product. What can be helpful is getting personal information from these customers. Offer a free product or service in exchange for the information. These are customers who are already familiar with your company and represent the target audience you want to market your new products to.

4. Product Giveaways

Product giveaways and allowing potential customers to sample a product are methods used often by companies to introduce new food and household products. Many of these companies sponsor in-store promotions, giving away product samples to entice the buying public into trying new products.

5. Point-of-Sale Promotion and End-Cap Marketing

Point-of-sale and end-cap marketing are ways of selling product and promoting items in stores. The idea behind this promotional strategy is convenience and impulse. The end cap, which sits at the end of aisles in grocery stores, features products a store wants to promote or move quickly. This product is positioned so it is easily accessible to the customer. Point-of-sale is a way to promote new products or products a store needs to move. These items are placed near the checkout in the store and are often purchased by consumers on impulse as they wait to be checked out.

6. Customer Referral Incentive Program

The customer referral incentive program is a way to encourage current customers to refer new customers to your store. Free products, big discounts and cash rewards are some of the incentives you can use. This is a promotional strategy that leverages your customer base as a sales force.

7. Causes and Charity

Promoting your products while supporting a cause can be an effective promotional strategy. Giving customers a sense of being a part of something larger simply by using products they might use anyway creates a win/win situation. You get the customers and the socially conscious image; customers get a product they can use and the sense of helping a cause. One way to do this is to give a percentage of product profit to the cause your company has committed to helping.

8. Branded Promotional Gifts

Giving away functional branded gifts can be a more effective promotional move than handing out simple business cards. Put your business card on a magnet, ink pen or key chain. These are gifts you can give your customers that they may use, which keeps your business in plain sight rather than in the trash or in a drawer with other business cards the customer may not look at.

9. Customer Appreciation Events

An in-store customer appreciation event with free refreshments and door prizes will draw customers into the store. Emphasis on the appreciation part of the event, with no purchase of anything necessary, is an effective way to draw not only current customers but also potential customers through the door. Pizza, hot dogs and soda are inexpensive food items that can be used to make the event more attractive. Setting up convenient product displays before the launch of the event will ensure the products you want to promote are highly visible when the customers arrive.

10 After-Sale Customer Surveys

Contacting customers by telephone or through the mail after a sale is a promotional strategy that puts the importance of customer satisfaction first while leaving the door open for a promotional opportunity. Skilled salespeople make survey calls to customers to gather information that can later be used for marketing by asking questions relating to the way the customers feel about the products and services purchased. This serves the dual purpose of promoting your company as one that cares what the customer thinks and one that is always striving to provide the best service and product.

- Do not forget your glossary

Thank you